

UNITED STATES DEPARTMENT OF AGRICULTURE

U.S. EXTENSION SERVICE.

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school use only)

Proposed Copy for Radio Leaflet

TITLE: SIX EASY STEPS TO GOOD EXTENSION RADIO

The primary purpose of extension work is to teach. That's elementary. You already know that. You also know that Extension has been supplied with many tools to help do this teaching job. The demonstration, the bulletin, the circular letter, the local press, visual aids, meetings, farm visits, and last, but not least--radio.

These tools, like builders' tools, perform different tasks. No single tool will do the entire job by itself. Use them all. It will pay handsome returns.

Radio reaches more people, quicker, than any tool we have. But its speed, and the fact that you can't see it, or ask it to repeat leads us to use it as a swift conveyor of timely news and a builder of interest, rather than as a teacher of detail.

THE TOOL IS NOT THE MASTER

You work for Extension. You don't work for Extension's tools. Don't work for radio. Make radio work for you. It will save you travel, distribute bulletins for you, introduce new ideas into your county, and bring people to your meetings and demonstrations.

NOW FOR THE SIX STEPS TO MAKE RADIO WORK FOR YOU

1. BE YOURSELF

You're a county extension agent--not a radio announcer. Your audience expect to hear their county extension agent. They do not want to be entertained. They want you to tell them what's important to them in farm living and agriculture. You don't have to do it in the style of the fellow who sold nail polish on the program ahead of you. Be yourself. That's the easiest, most effective and sensible way at any Extension microphone. Be yourself. One Perry Como is enough.

2. JUST TALK TO PEOPLE

The Extension microphone is not an auditorium. You don't have to holler your head off, or lecture, or impress someone with how much you know. You're talking to Mom, or Pop, there in the kitchen about the same as you would if you were swapping conversation with them on the back porch. So don't worry about your voice--pitching it high, or low--out the window, maybe. It's a lot of nonsense to worry about the technique. Remember the time when you were so carried away by your earnestness that you could hardly see? That's when you

probably made your best talk. And you didn't even use notes. It is true you can speed up, or slow down--talk louder, or softer, closer to the microphone, or farther away--but as for changing your voice let it come natural-like. Forcing those changes is just a waste of time.

3. KEEP IT SIMPLE

You already know that it is unwise to talk down to people. But that is not the whole of it. Being simple is not necessarily concerned with educational levels at all. It is concerned with the very practical use of radio, itself. You see, radio goes by the listener's ear extremely fast. Likewise, a radio talk hardly ever gets the full attention of a listener. Because of these handicaps and as we have said, we can't ask radio to repeat, intelligent listening means short words, phrases, and sentences. Also be just as direct as possible. That is important if you want to make the impression on the listener strong and lasting enough for him to take some action of his own. Keep it simple, then. Don't spoil a good radio talk with a lot of passive voice and dog-leg clauses. Let's not forget the farmer, who, when faced with the inquiry as to whether his prize hog was for home consumption, replied, "Nope, gonna eat 'im."

4. USE LOTS OF NAMES

Names are your principal stock in Extension radio trade. Some of the most successful Extension broadcasters in the country are men and women who interpret the Extension program in their counties in the terms of the names of the people who are carrying it out. The best recommendation for an Extension practice is the name of a local person who has used it successfully.

5. BE SOLD ON WHAT YOU HAVE TO SAY

Enthusiasm counts for much in radio. If you really believe that what you have to say to your people is important, your whole radio presentation will reflect it. Next to the reliability of information, the success of more Extension broadcasts has been assured through enthusiasm and sincerity than all other qualities of presentation combined.

6. HAVE A REASON FOR GOING ON THE AIR

Have one or two main points to get across in your radio talk. Hammer away at them, but be cautious of too much detail. Your listeners won't get details too well. If you can just plant one little seed of an idea in your listener's mind, your radio talks and interviews will pay off.

So, then, the six busy be's--

Be yourself.

Be at ease.

Be chatty.

Be sure to give personal credit.

Be enthusiastic.

Be wary of too many points.

Radio is not difficult for extension workers.